

## **Salesforce | Campus-Wide CRM and Investing in Measurement** <sup>[1]</sup>

August 16, 2017 by [Kate O'Connell](#) <sup>[2]</sup>

Ensuring continuity between engagement touch points with constituents is imperative. For that reason, many universities are turning toward campus-wide customer relations management (CRM) solutions. Learn more about how a campus-wide CRM system can be leveraged in an informational webinar. Additionally, check out a recent Salesforce.org blog post on measurements and learning.

### **Higher Ed Webinar:**

#### **| Why Campus-Wide CRM is a Strategic Imperative for Higher Ed Today** <sup>[3]</sup>

Highlights include:

- 06:30 | Webinar agenda
- 17:00 | Higher ed CRM investment overview
- 28:23 | Examples from the field

### **Salesforce.org Blog:**

#### <sup>[4]</sup> **| Investing in Measurement and Learning** <sup>[5]</sup>

Highlights include:

- Importance of a logic model/theory of change
- Collecting, tracking and analyzing data
- Blending strategy and implementation

Questions? Send Kate an [email](#) <sup>[6]</sup>.

[Salesforce](#) <sup>[7]</sup>, [Licensed eComm Users](#) <sup>[8]</sup>

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[4] <http://event.on24.com/eventRegistration/console/EventConsoleApollo.jsp?&eventid=1380481&sessionid=1>

[5] <http://www.salesforce.org/investing-measurement-learning/>

[6] <mailto:kate.oconnell@cu.edu?subject=SET%20News%20Question%20%7C%20Salesforce>

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